

Executive Summary
Self-Assessment Report (SAR) of Program BS (Commerce)
Directorate of Quality Enhancement (DQE)
Virtual University of Pakistan

The Virtual University of Pakistan established in 2002 with aim to provide extremely affordable world class education to aspiring students all over the country regardless of their physical location by alleviating the lack of capacity in the existing universities while simultaneously tackling the acute shortage of qualified professors in the country using free-to-air satellite television broadcasts and the Internet. To pursue this aim the Department of Management Sciences is designated to initiate and implement Self-Assessment process designed by Quality Assurance Agency (QAA) of HEC. The department is committed to produce graduates who can lead organizations towards success and social environmental responsibilities in global market place. Department follows its vision in all of its courses and specializations that are being offered at both Masters' and Bachelors' levels. The department feels contentment on the completion of following list of tasks.

1. Development of **Self-Assessment Report (SAR)** by Program Team for BS (Commerce) program
2. Conduction of critical review and submission of **Assessment Report (AR)** by Assessment Team for BS (Commerce) program
3. Development of **Rectification Plan** by Head of Department

The tasks were completed according to set methodology through Program Teams and Assessment Teams nominated by DQE.

Methodology

The following methodology is adopted to complete the whole SAR cycle:

1. A Program Team (PT) was nominated for the program. Initial orientation and training sessions for all members were arranged by DQE. The formation of PT is given in Table 1:

Table 1: Program Team

Sr.#	Name	Designation
1.	Mr. Aqeel Feroze	(Lecturer – Commerce)
2.	Ms. Lubna Hamid	(Instructor–Commerce)
3.	Ms. Uzma Kashif	(Instructor–Commerce)

2. All the relevant material such as SAR manual, different Survey forms, etc. was provided to PT.
3. Continuous support, guidance and feedback were provided to PT members to prepare the SAR for said program.

4. After completion and submission of the final SAR from PT, an Assessment Team (AT) was formulated by Director DQE with the consent of worthy Rector and a Subject Specialist & Expert from outside was also included. The formation of PT is given in Table 2:

Table 2: Assessment Team

Sr.#	Name	Designation
1.	Prof. Dr. Sayyid Salman Rizavi	Assistant Professor, Hailey College of Commerce (University of the Punjab)
2.	Mr. Muhammad Shahbaz Yaqub	Lecturer (Department of Commerce)
3.	Ms. Amna Mumtaz	Lecturer (Department of Commerce)

5. The SAR developed by PT was forwarded to AT for the purpose of critical review.
6. After completion of critical review and assessment of the SAR, AT team members were made a visit in the department and hold a meeting with PT.
7. After the visit, AT submitted a report and feedback form (Rubric Form) to DQE.
8. DQE forwarded the observations & findings of AT report to the Head of Department for developing a rectification plan.
9. DQE would now monitor implementation of Rectification Plan.

Parameters for the SAR:

The SAR is prepared on the following eight (8) criteria prescribed by the HEC:

- Criterion 1: Program Mission, Objectives and Outcomes Criterion
- Criterion 2: Curriculum Design and Organization Criterion
- Criterion 3: Laboratory and Computing Facility Criterion
- Criterion 4: Student Support and Advising Criterion
- Criterion 5: Process Control Criterion
- Criterion 6: Faculty Criterion
- Criterion 7: Institutional Facilities Criterion
- Criterion 8: Institutional Support

Key Findings of the SAR:

Following is the summary of the key SAR findings:

Academic Observations:

1. Microeconomics (ECO402) and Macroeconomics (ECO 403) are unnecessary in the presence of Economics ECO 401.
2. Communication skills (MCM301) is unnecessary in the presence of Business and Technical English Writing (ENG201), English Comprehension (ENG101) and Business Communication (ENG 301)
3. Organizational Behavior (MGT502) seems to be a management science related course.
4. In the presence of Entrepreneurship (MGT602), the course of SME Management (MGT601) is inappropriate.
5. Research project/Internship Report is of 3 credit hours which are not according to HEC.

6. Credit hours of program are not segregated according to HEC criterion.
7. In many of the courses, learning objectives and learning outcomes need a revisit in order to get them concise and consistent
8. Majority of the faculty members are not holding higher education in their areas of discipline.
9. Chances of professional trainings are least available to the faculty members.
10. Strict longer working hours are there for the faculty members. No formal documented policy for research incentives is there to retain the research-oriented faculty. No Incentives are there to get higher education.
11. In order to attract senior faculty members on permanent basis and also to retain current faculty there should be an option of time flexibility.
12. Department has the deficiency of updated books and physical library relevant to their programs. E-book, E-Journal access/facility should be provided to the faculty members as current access is very limited.
13. Mission statement of the department and the program are not appearing at any web page of the University.

Administrative Observations:

- There is shortage of faculty offices and current sitting arrangement is not conducive for research activities.
- A policy for faculty retention is not there.
- Student-Teacher ratio is inadequate and is an impediment in the achievement of program outcomes, therefore it should be addressed.
- The student-teacher interaction is not appropriate. "VU-Bytes" is not a student research oriented rather an infotainment magazine.
- There is no proper Prayer Room (for males) and Guest Room for the employees. A full time working Canteen is not available.
- No proper physical arrangement for sports activities at all campuses.

Conclusion and Recommendations:

While analyzing Criteria Referenced Self-Assessment, it has been observed that Department's performance is satisfactory but still there many gray areas due to which the department is perceived as underperformed. This perception is reflected in terms of moderate overall assessment score (60/100) reported by AT. This average score demands a rectification plan should be implemented immediately. The Criteria contributing most for this low score are "Mission, Vision", "Faculty Criterion", "Institutional Facilities" and "Institutional Support". The other most important aspects emphasized by AT are lack of library, privacy, unfitting office environment for research activities and nonexistence of faculty offices and these aspects are serious impediments that need to be rectified.

The deficient areas identified during SAR process have been reported to the HoD of respective department and rectification for each has also been suggested. DQE will follow up the implementation plan as per time frame given by DQE.

Rizwan Saleem Sandhu
Deputy Director, DQE

Director QEC: _____

Worthy Rector: _____